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|  | <p style="text-align: center;">BOARD OF ADJUSTMENT STAFF REPORT</p> | <p style="text-align: center;">AGENDA</p> <p style="text-align: center;"># _____</p> |
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TO: CASA GRANDE BOARD OF ADJUSTMENT

FROM: James Gagliardi, City Planner

MEETING DATE: March 10, 2015

SUBJECT: DSA-15-00002 – Comprehensive Sign Plan Amendment– Mission Plaza

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| REQUEST |
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Request by Alex Gonzalez of Evergreen Development for the following land use request located at 2461 and 2469 E Florence Blvd (Parcels 6 and 7 of Mission Plaza at Mission Royale):

- 1. DSA-15-00002: Comprehensive Sign Plan Amendment** to allow revisions to the approved Mission Plaza Phase I Comprehensive Sign Plan to accommodate two new buildings at 2461 and 2469 E Florence Blvd, specifying its wall signage allotment and placement of a new monument sign and relocation of an existing approved monument sign. (Planner: James Gagliardi).

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| APPLICANT/OWNER |
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| HISTORY |
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|-------------------------|---|
| <i>October 2, 1989:</i> | The site was annexed with the passage of Ordinance No. 1178.18 and zoned UR with the annexation. |
| <i>October 5, 2000:</i> | Zone change (CGPZ-069-000) from UR to PAD for Mission Royale. |
| <i>May 12, 2005:</i> | PAD Amendment (CGPZ-093-005) to modify allowed uses within the commercial area known as Parcel B of Mission Royale. |

January 11, 2008 Comprehensive Sign Plan (DSA-07-01490) approved for Mission Plaza

September 14, 2010: Comprehensive Sign Plan (DSA-10-00126) was amended approved for Mission Plaza Phase I

November 9, 2010: Comprehensive Sign Plan (DSA-10-00187) approved for Mission Plaza Phase II (Sam's Club)

August 7, 2014: Conditional Use Permit and Major Site Plan Approval (DSA-14-00049 and DSA-14-00050) for a convenience food restaurant and multi-tenant building.

October 2, 2014: Preliminary Plat (DSA-14-00141) approved for the re-subdivision of Parcel 3 of Parcels 3 & 5 of Mission Plaza at Mission Royale into three new lots.

November 6, 2014: Conditional Use Permit (DSA-14-00188) and Minor Amendment to Major Site Plan (DSA-14-00189) allowing the parking requirement for lot 7 to be met upon lot 6.

February 2, 2015: Final Plat approved for the re-subdivision of Parcel 3 of Parcels 3 & 5 of Mission Plaza at Mission Royale.

PROJECT DESCRIPTION

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| Site Area | 2.06 acres (among a 38.5 acre area) |
| Current Land Use | Developing as a restaurant and multi-tenant retail building. |
| Existing Zoning | PAD (Mission Royale) |

Surrounding Area Land Use and Zoning

| Direction | General Plan 2020 Designation | Existing Zoning | Current Uses |
|------------------|---|--------------------------------|--------------------------------|
| North | <i>Commerce & Business</i> | PAD (Planned Area Development) | The Promenade |
| South | <i>Neighborhoods</i> | PAD (Planned Area Development) | Single-family residential lots |
| East | <i>Neighborhoods</i> | PAD (Planned Area Development) | Culvers Restaurant |
| West | <i>Community Center/Commerce & Business</i> | PAD (Planned Area Development) | Walgreens |

Overview

Mission Plaza is a 38.5-acre commercial area of the Mission Royale PAD encompassed by the frontage area south of Florence between Interstate 10 and Mission Parkway. The comprehensive sign plan for Mission Plaza currently exists as two separate documents. Phase 1 is the comprehensive sign plan that details signage permitted for Chase Bank, Culvers, and Walgreens. Phase 2 applies to the signage permitted for Sam's Club. On the Sam's Club Parcel there's a pylon sign with sign panels that tenants of Phase 1 can use as well as a monument sign dedicated to Sam's Club.

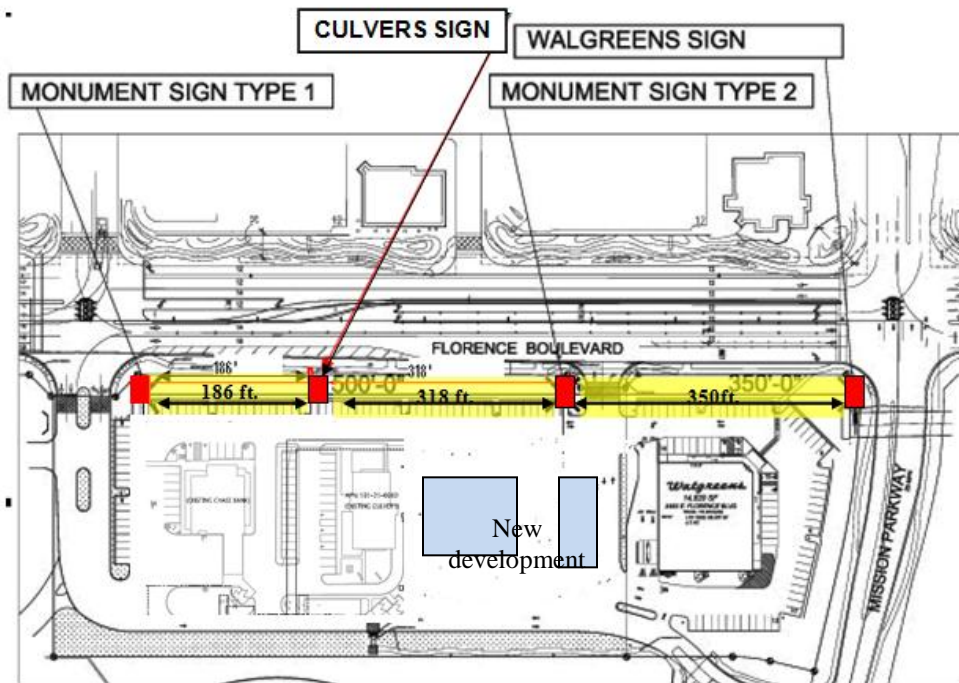
This is an amendment to the Phase 1 portion of the comprehensive sign plan to accommodate the signage proposed for two new buildings currently under construction between Culvers Restaurant and Walgreens (Exhibit A). This amendment will serve as an addendum to the existing comprehensive sign plan. This area of Mission Plaza was recently platted into two lots. One building is 6,023 sq. ft. and is to have two suites for retail, office, or restaurant uses on a 1.17-acre parcel. The second building is on a .89 acre lot. It is being constructed as a 3,616 sq. ft. Raising Cane's Chicken restaurant (Exhibit B).

The wall signage as detailed in the currently approved Phase 1 comprehensive sign plan states:

"For each tenant, the total/aggregate wall sign area shall be calculated as 1.5 sq. ft. of signage per linear foot of building street frontage".

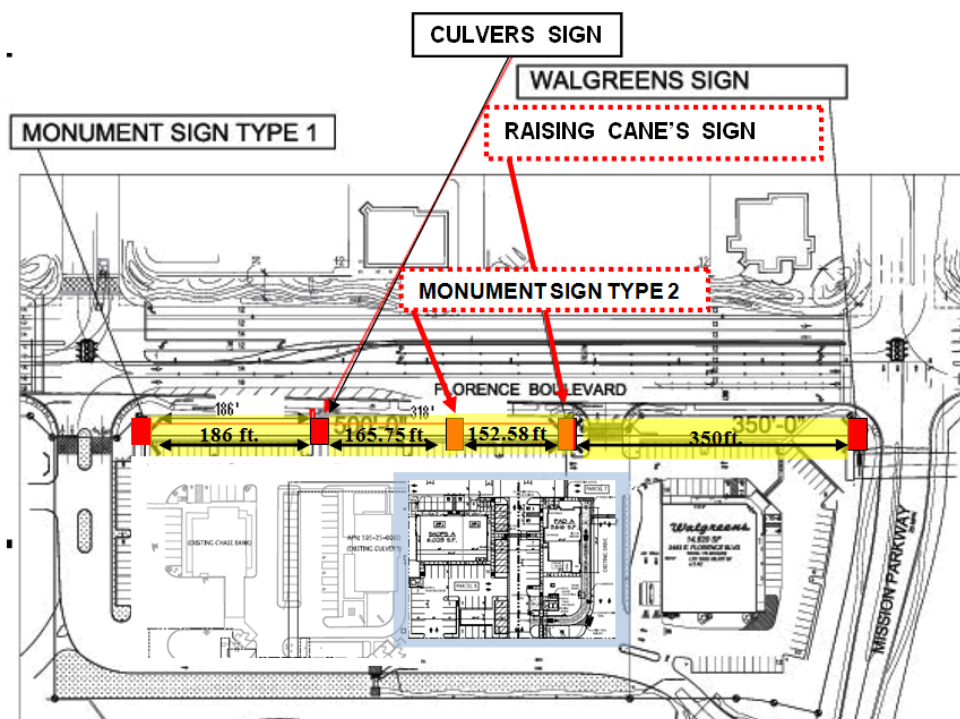
The amendment would allow the sign area to be 1.5 sq. ft. linear foot per the elevation from which it draws its sign elevation; with a specification that no signage is allowed in the rear elevation. In addition to this wall signage allocation, the applicant proposes that Raising Cane's would have an extra 36 sq. ft. banner on the north and east elevations and a 139 sq. ft. banner on the east elevation. The amendment includes specifications for window signage for the Raising Cane's building, including the use of 12 sq. ft. neon signs.

Also included in the amendment is the proposal for an additional monument sign. Currently, there are four monument signs in Phase I:



The proposal would relocate "Monument Sign Type 2", an 11 ft. high multi-tenant sign, to be 165 ft. away from the Culvers Sign (Exhibits C and D). In its place, a new 8 ft. single-tenant monument sign would be constructed for Raising Cane's (Exhibit E).

As proposed:



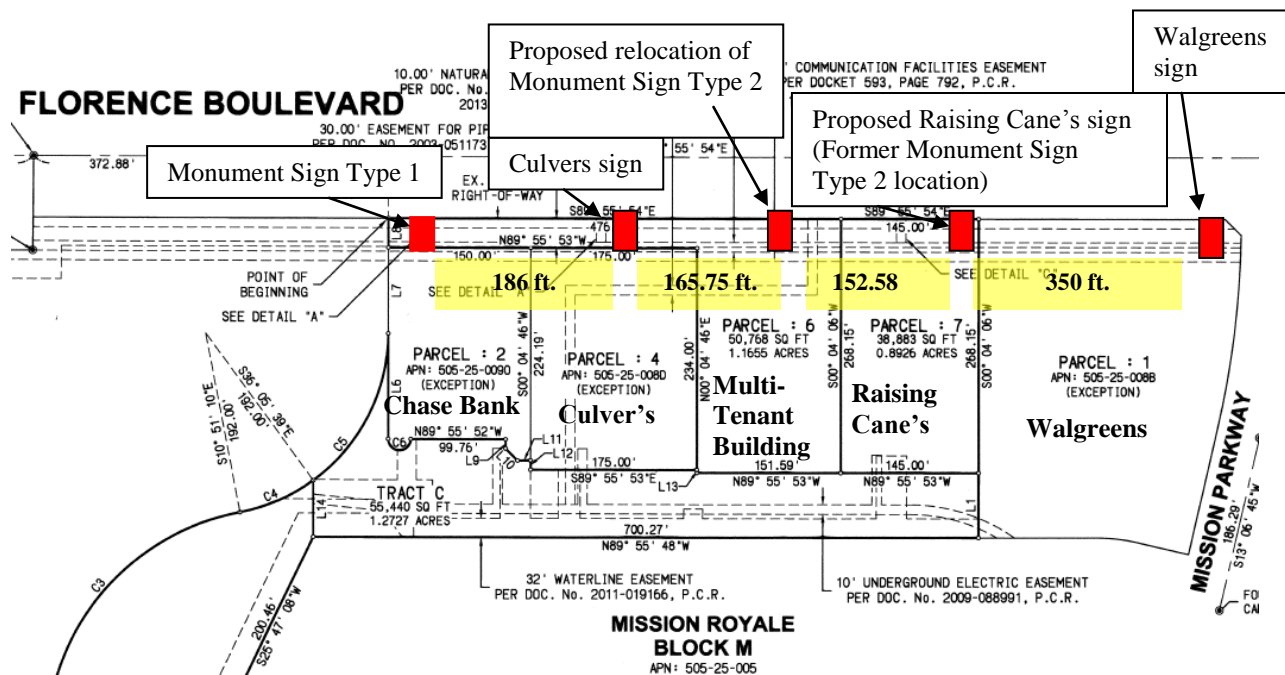
The amendment also provides detail for 3.5 ft. high drive-thru signage 6 sq. ft. in area and order panels for the Raising Cane's restaurant.

Conformance with City Code:

The City Sign Code allows comprehensive sign plans (and amendments thereto) for commercial development occupying an entire frontage of one or more block such as Mission Plaza. Exceptions to the sign code provisions may be granted if the sign areas and densities shown on the plan are in conformity with the intent of the Code and if such exceptions result in an improved relationship between the various parts of the plan.

Detached signs

The City Sign Code allows a detached sign for each developed parcel. Additional detached signs per parcel are allowed when there is a minimum of 600 ft. of lot frontage and the signs are 300 ft. apart from one another. The recently approved re-subdivision of Mission Plaza at Mission Royal has been configured like this:



The detached sign placed on the Walgreens lot (Parcel 1) (Exhibit F) and the Raising Cane's lot (Parcel 7) meets the intent of the sign code insofar as there only being one sign per both of those developed parcels. The amendment proposes removing the multi-tenant sign (Monument Sign Type 2) and replacing with a Raising Cane's sign 8 ft. in height and 37.5 sq. ft. of sign area. Both this lot and the Walgreens lot will consist of only detached sign advertising for on-premise signage, which complies with the City Sign Code.

The proposed detached sign to be placed on Parcel 6 is what needs to be primarily considered in this amendment. The detached sign proposed will be the relocation of the Monument Sign Type 2 presently on the Raising Cane's lot. This sign will join two other detached signs on this one parcel. The parcel is approximately 476.5 ft. wide, and

would normally only permit one detached sign if under the rules of the City Sign Code.

Staff supports the placement of an additional detached sign for two reasons. The first reason is that though three signs are on Parcel 6, this parcel is uniquely shaped. A long narrow strip of the lot separates Culvers (Parcel 4) and Chase Bank (Parcel 2) from Florence Blvd. This narrow strip is comprised of utility and drainage easements that were never a part of Parcel 2 or Parcel 4. It also contains the street-frontage landscaping for these parcels. Though it is technically a part of Parcel 6, this area is the most functional for detached signage that that would otherwise could placed on Parcels 2 and 4 if these properties weren't beholden to a comprehensive sign plan. An easement was created with the recent re-subdivision for these off-premise signs to accommodate the sign placement. The end result with this amendment is five detached signs, and five buildings.

The second reason staff supports the additional detached sign for Phase 1 is that none of these detached signs are the maximum height or area permitted by the sign code as detailed in the table below. The code allows a maximum height of 30 ft.; however, the tallest of these signs is the 18 ft. multi-tenant sign (Monument Sign Type 1) adjacent to the Chase Bank lot (Exhibit G). The Culvers sign and the multi-tenant sign (Monument Sign Type 2) proposed to be relocated are both 11 ft. in height. The sign area allowed for detached signs are 1 sq. ft. per lot width with no detached sign allowed to exceed 200 sq. ft. per sign face. The total sign area of the existing and proposed detached signs all fall below what would be allowed if developed under the standard City sign code.

| Phase 1 Detached Signs West to East | Location | Sign Height (30 ft. max) | Sign Area per comprehensive sign plan | Sign Area per City sign code |
|--|---|---------------------------------|--|-------------------------------------|
| Monument Sign Type 1 (Exhibit G) | Parcel 6, adjacent to Chase | 18 ft. | 80 sq. ft. | 150 sq. ft. |
| Culvers Sign (Exhibit D) | Parcel 6, adjacent to Culvers | 11 ft. | 50 sq. ft. | 176 sq. ft. |
| Monument Sign Type 2 (to be relocated) (Exhibit C) | Parcel 6, adjacent to Multi-tenant building | 11 ft. | 50 sq. ft. | 151 sq. ft. |
| Raising Cane's Sign (new) (Exhibit E) | Parcel 7, adjacent to Raising Cane's | 8 ft. | 37 sq. ft. | 145 sq. ft. |
| Walgreens Sign (Exhibit F) | Parcel 1, adjacent to Walgreens | 12 ft. | 80 sq. ft. | 200 sq. ft. |

The new detached sign proposed for Raising Cane's would include a message center. To be consistent with that which was approved for Culver's the condition of approval for this message center is that the interval between messages should be no less than 15 seconds. The sign plan should be updated accordingly.

Attached signs

If this shopping center were not under a comprehensive sign plan, the attached signage for these businesses would be limited to 2 sq. ft. of sign area per linear foot of building frontage and placed on that elevation which paralleled a street. Under the currently approved comprehensive sign plan, signage can go on any elevation but its aggregate is determined by taking 1.5 sq. f times the linear foot of the elevation(s) which front(s) a street. Conformance to this requirement for Walgreens, Culvers and Chase is shown on the table below:

| Business Name | Street elevation linear feet | Max sign area allowed (1.5 X street elevation) to be divided among all four elevations | Sign area provided via sign permit |
|----------------------|-------------------------------------|---|---|
| Walgreens | 234 ft. | 351 sq. ft. (divided on three elevations) | 251.76 sq. ft. |
| Culvers | 52 ft. | 78 sq. ft. (divided on three elevations) | 88.71 sq. ft. * |
| Chase | 59 ft. | 88.5 sq. ft. (divided on four elevations) | 177.08 sq. ft.* |

*Indicates a discrepancy from the approved sign plan; however, these sign elevations were included as part of the comprehensive sign plan, incorporating these overages.

The amendment proposes that attached signage for the multi-tenant building and the Raising Cane's building be 1.5 sq. ft. per linear foot per the elevation from which it draws its sign elevation; with a specification that no signage is allowed in the rear (south) elevation (Exhibits H and I). In addition, Raising Cane's proposes to have 211 sq. ft. of signage beyond this ratio for its north and east elevations to allow for a mural and banners. Though the sign plan proposes neon window signage, the sign plan doesn't presently provide these in the attached signage calculation.

Staff can support the modification to the comprehensive sign plan to allow attached signage to be 1.5 sq. ft. per linear foot per elevation from which it draws its sign elevation with the specification that no signage is allowed on the rear elevation. However, staff cannot support that the mural and banners be allowed in *addition* to this allocation.

In order to provide consistency, each elevation that is allowed signage should follow the formula of 1.5 sq. ft. of sign area from which it draws its elevation, and not allow an additional area for mural and banner signage. Otherwise, the result is a formula that does not truly follow 1.5 sq. ft. of sign area per allowed elevation; and, mural, banner, and window signage are all considered attached signage per the City Sign Code.

The table below shows the amount of signage that would be allowed under the sign plan for each elevation as currently approved versus what the applicant is proposing and what staff is recommending for Raising Cane's:

| Attached signage analysis for Raising Cane's | Currently approved per sign plan | Applicant proposed sign plan (counting murals/banners/window signs | Staff recommended sign plan |
|---|---|---|------------------------------------|
| Front (north) | 75 sq. ft. | 80 sq. ft. | 75 sq. ft. |
| West | (remainder of the 75 sq. ft. that is not used on front elevation) | 47 sq. ft. | 47 sq. ft. |
| East | | 222 sq. ft. | 136.5 sq. ft. |
| Rear (south) | | 0 sq. ft. | 0 sq. ft. |

As a condition of approval, staff recommends that the applicant revise the sign plan and exhibits therein to include the mural, banner and window signage in the allocation of 1.5 sq. ft. of sign area per linear foot per the elevation from it draws its sign elevation with no signage allowed on the rear elevation.

The multi-tenant building is proposed to follow the same formula. The front elevation is 97.33 ft. which would allow 146 sq. ft. of signage along the front. On the west and east elevation, 94 sq. ft. of signage is allowed and 94 sq. ft. of signage is proposed. The table below shows the applicant's proposal versus what would be permitted under the currently approved sign plan for the multi-tenant building:

| Attached signage analysis for Multi-tenant building | Currently approved per sign plan | Applicant proposed sign plan (counting murals/banners/window signs | Staff recommended sign plan |
|--|--|---|------------------------------------|
| Front (north) | 146 sq. ft. | 146 sq. ft. | Agrees with applicant |
| West | (remainder of the 146 sq. ft. that is not used on front elevation) | 94 sq. ft. | Agrees with applicant |
| East | | 94 sq. ft. | Agrees with applicant |
| Rear (south) | | 0 sq. ft. | Agrees with applicant |

Other signs

Also provided in this amendment was sign detail for the order panels for the drive thru for the Raising Cane's parcel and drive-thru directional signage. It included detail showing 6 sq. ft. signs at 3.5 ft. height. These are considered acceptable as they are only directional in nature and do not exceed 6 sq. ft., which are allowed as exceptions from the City Sign Code.

The elevations of Raising Cane's also propose a series of flags attached to the building.

Per the City Sign Code, only 3 flags (of state, national, and corporation) are allowed per site. As a condition of approval the elevations shall be revised to limit this flag detail to three.

The window signage proposed within the comprehensive sign plan amendment indicates 12 sq. ft. neon window signs. A note should be added indicating that this not to exceed 25% of any one window to remain in accordance with the City Sign Code.

Notification

Public hearing notification efforts for this request meet those requirements set out by the City Code, which require notification 15 days prior to a public hearing. They include:

- A notice of time, date, place, and purpose of the public hearing was published in the Casa Grande Dispatch on February 22, 2015.
- A notice was mailed by staff on February 23, 2015 to each owner of property situated within two hundred feet of the subject property. An affidavit confirming this mailing is located in the project file.
- A sign was posted by the applicant on February 18, 2015. An affidavit of sign posting has been provided by the applicant and located in the project file

Inquiries/Comments

City Staff received no comments due to the public notification efforts at the time of this writing.

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| STAFF RECOMMENDATION |
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Staff recommends the Board approve DSA-15-00002, the comprehensive sign plan amendment for Mission Plaza Phase I, subject to the following conditions:

1. Revise the sign plan and exhibits therein to include the mural, banner and window signage in the allocation of 1.5 sq. ft. of sign area per linear foot per the elevation from it draws its sign elevation with no signage allowed on the rear elevation.
2. A note be placed by the sign detail for the detached sign indicating the electronic message display must hold for no shorter than 15 seconds.
3. Provide the Monument Sign Type 2 as an exhibit of the amended comprehensive sign plan.
4. Revise the elevation detail for Raising Cane's to limit the number of flags attached to the building to three, with a note specifying the flags are state, national and corporation.
5. Add a note specifying that the window signage is limited to 25% of the sign area per any window.

Exhibits:

- A—Comprehensive Sign Plan Amendment
- B—Major Site Plan
- C—Monument Sign Type 2
- D—Culvers Monument Sign
- E—Raising Cane's Monument Sign
- F—Walgreens sign
- G—Monument Sign Type 1
- H—Raising Cane's building sign elevations
- I—Multi-tenant building sign elevations

Exhibit A

Comprehensive Sign Plan Amendment (Provided as separate document)

Exhibit B—Major Site Plan

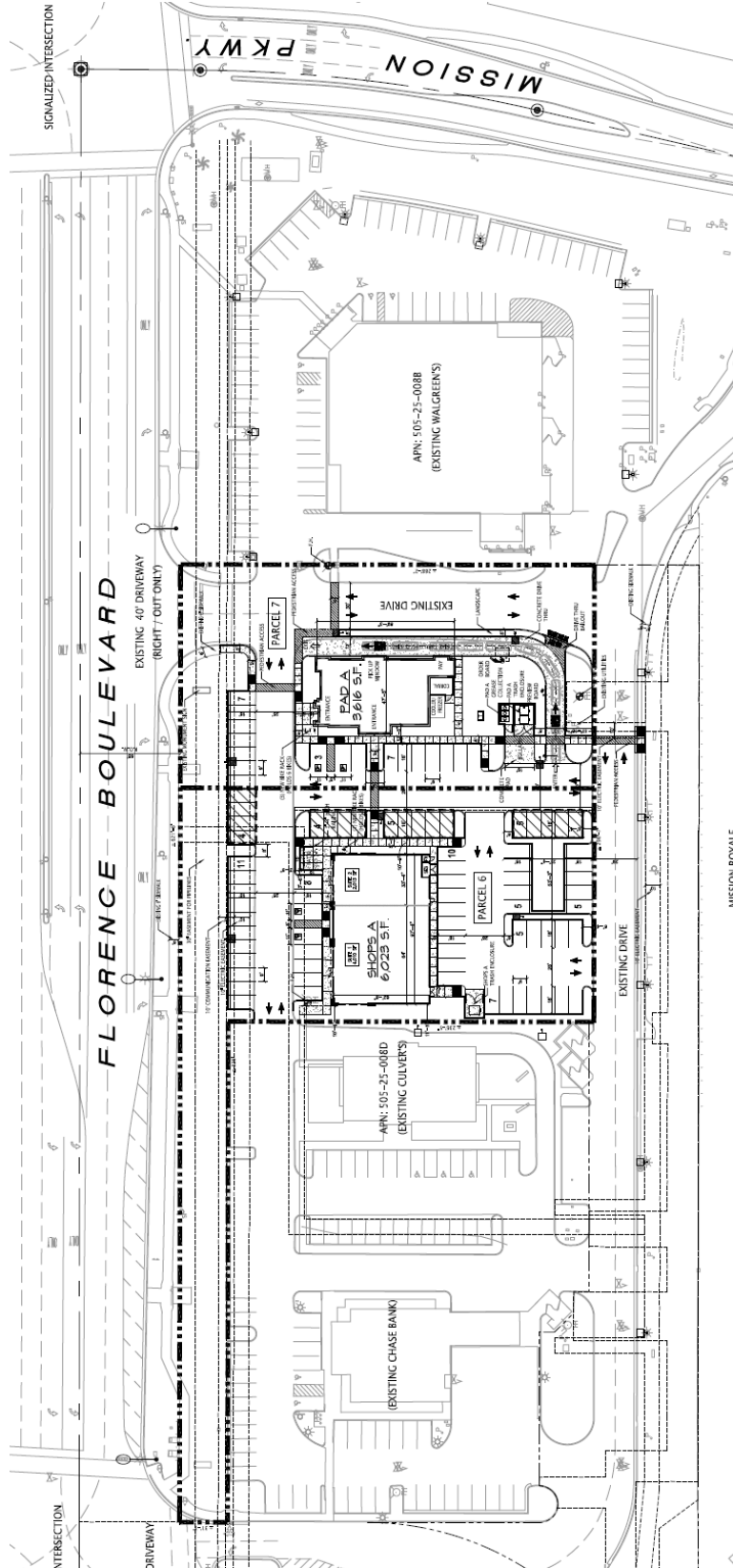


Exhibit C— Monum ent Sign Type 2

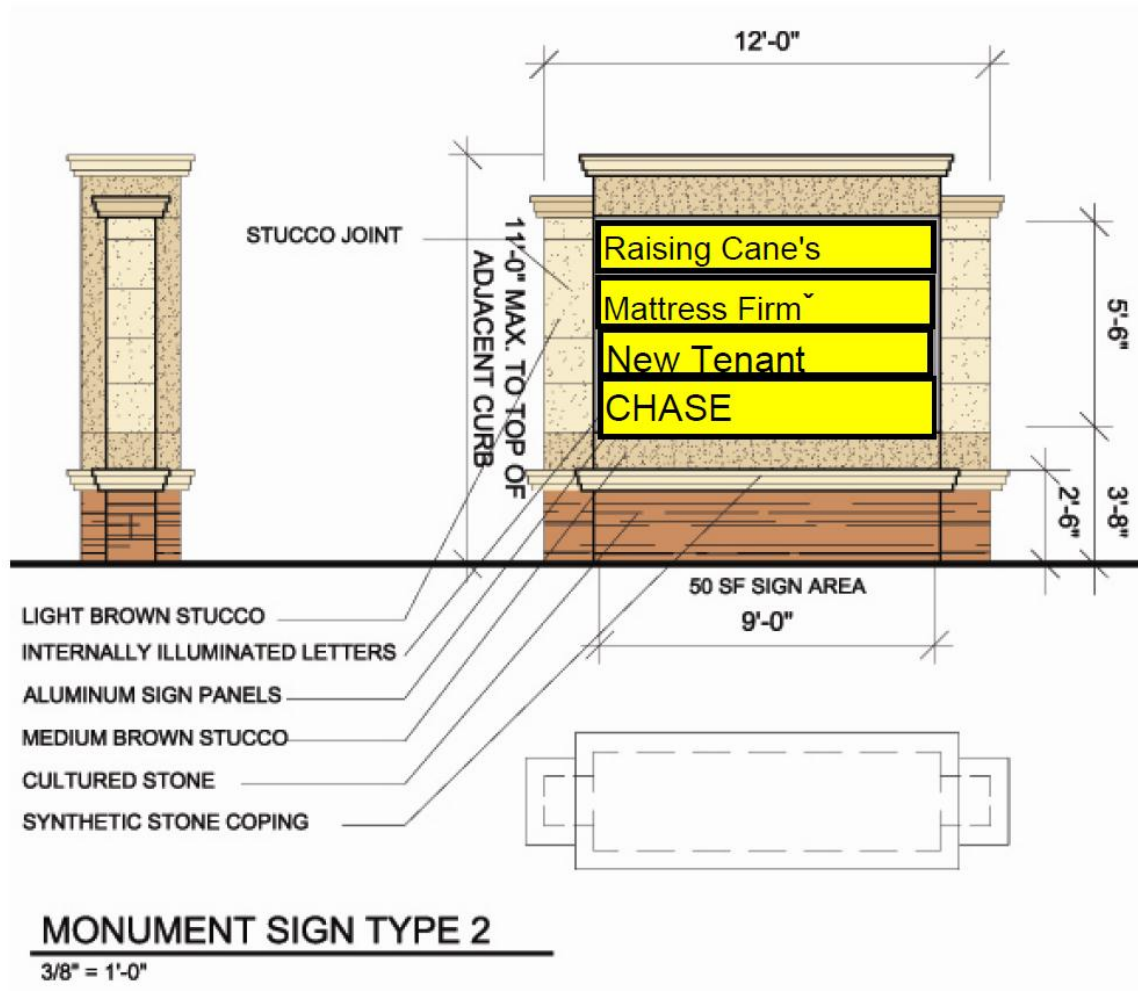


Exhibit D-Culvers sign

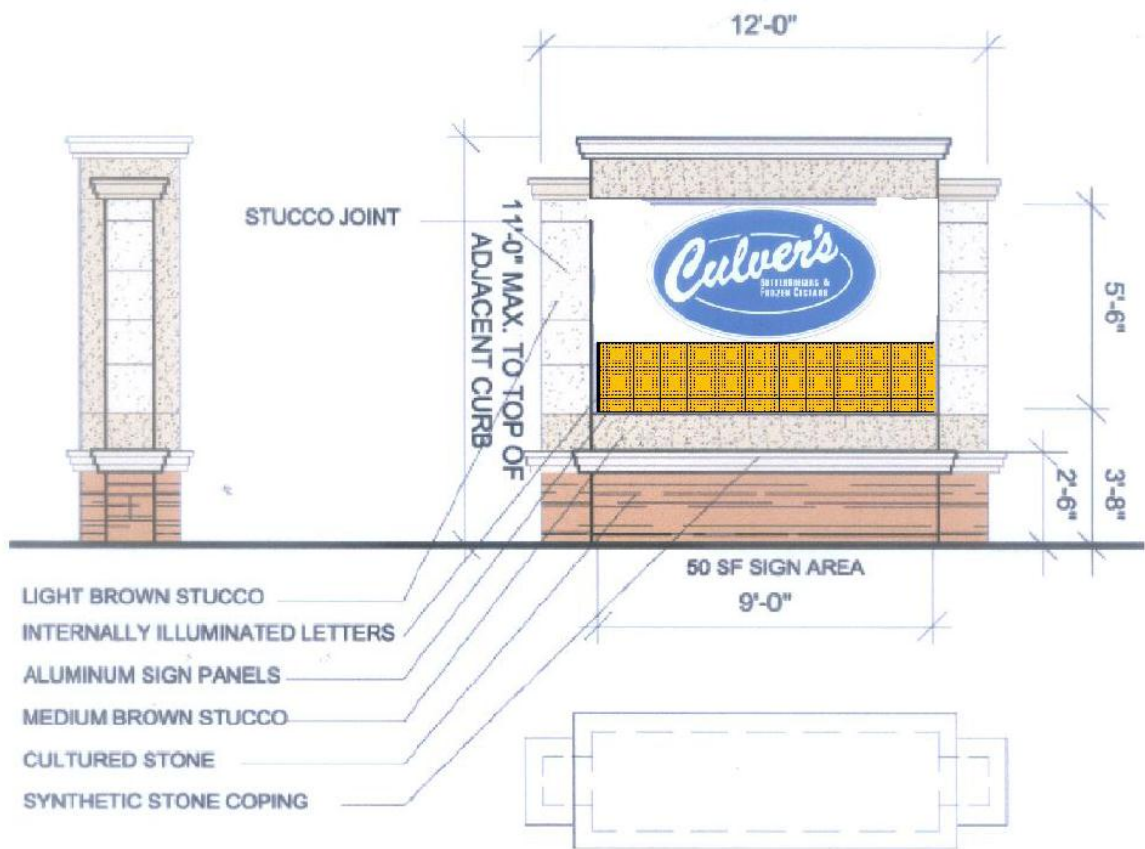


Exhibit E—Raising Cane's Monument Sign

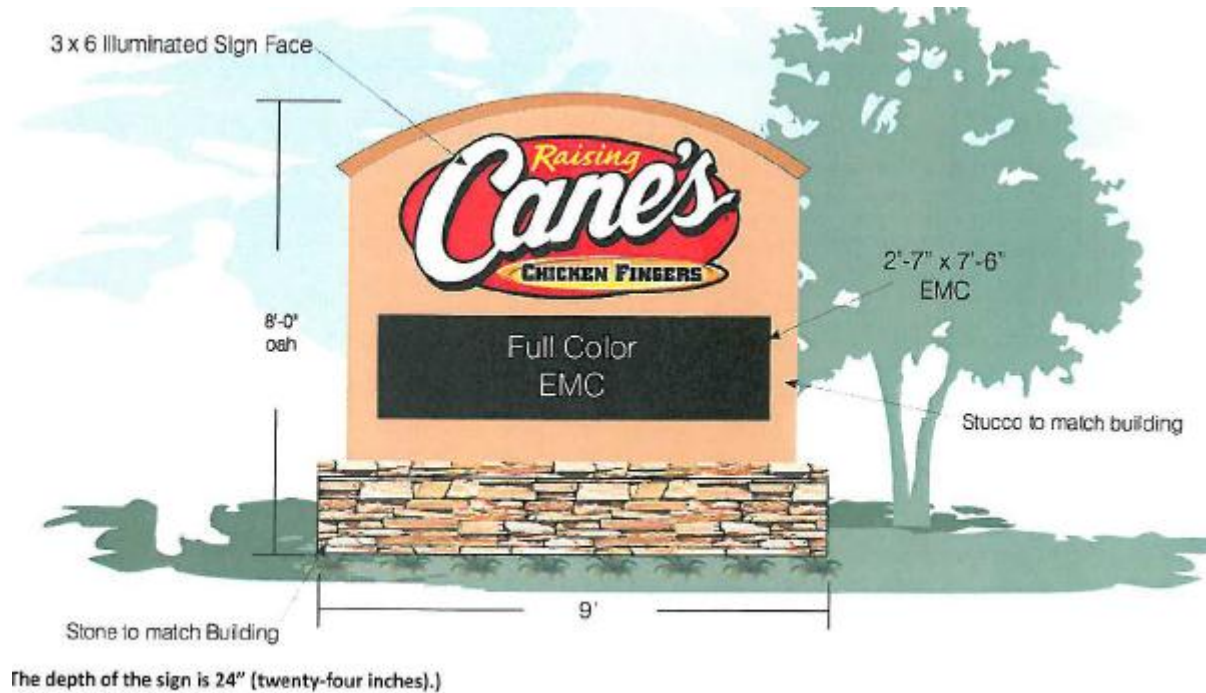


Exhibit F-Walgreens Sign

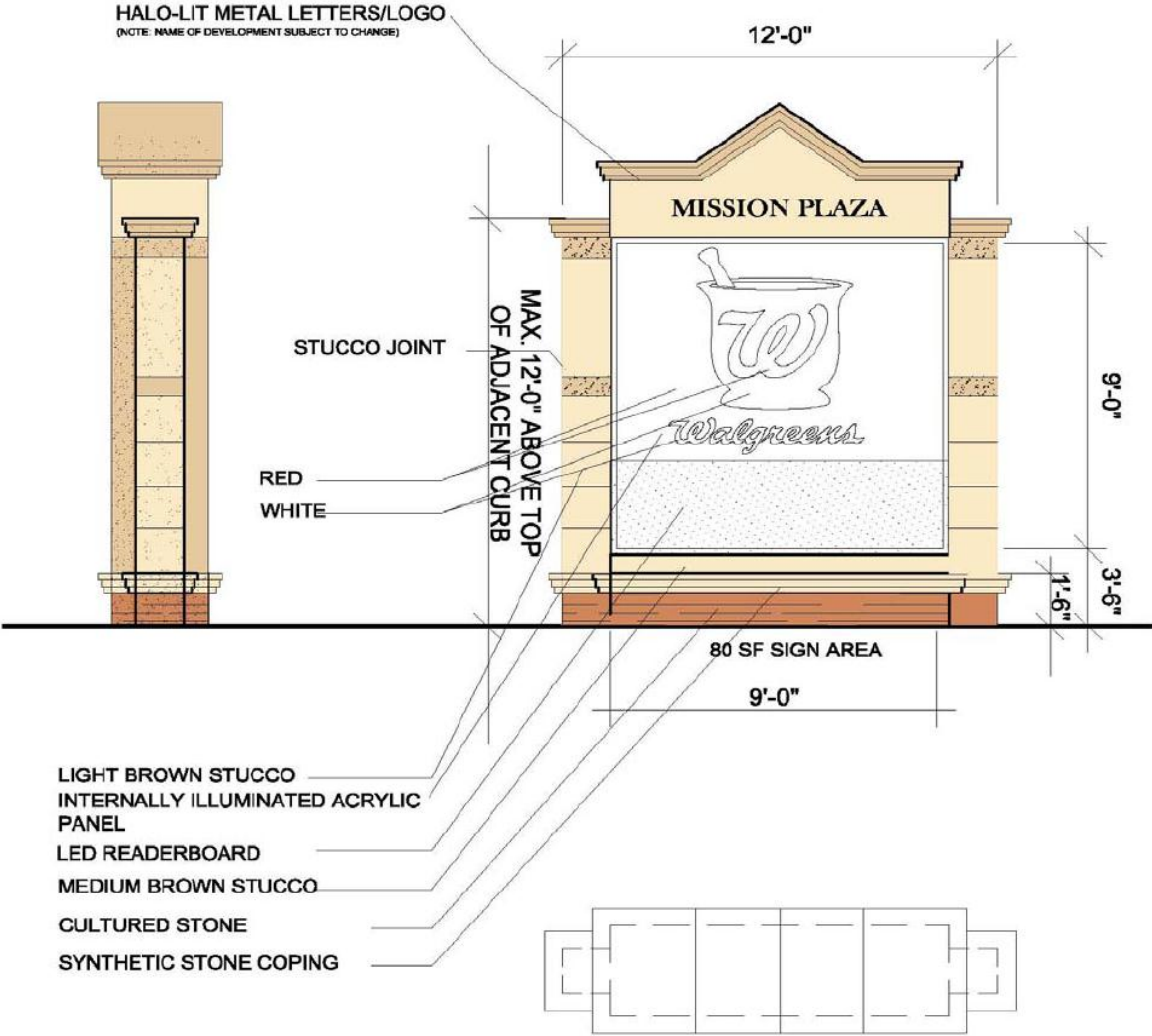


Exhibit G—Monument Sign Type 1

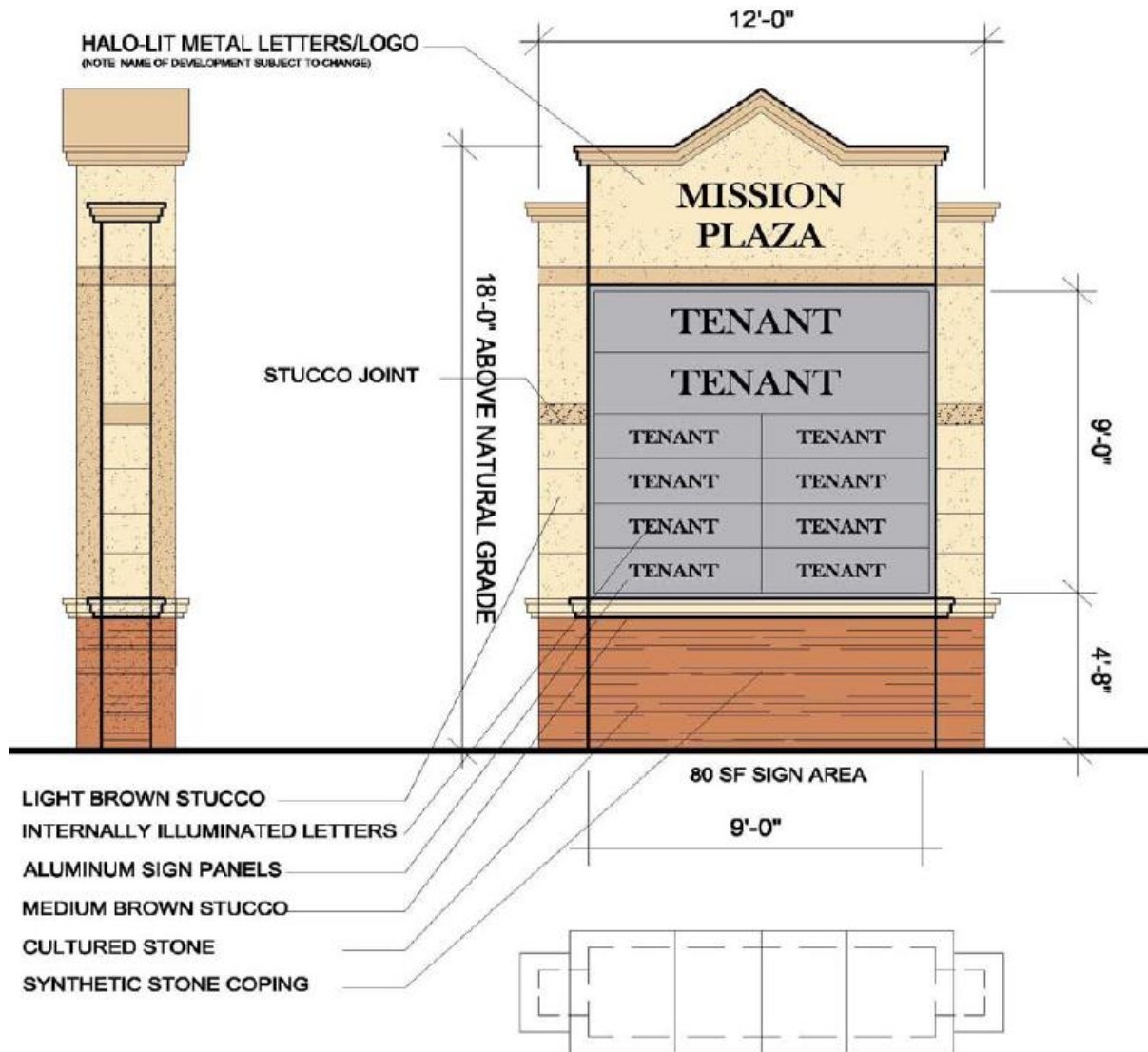


Exhibit H—Raising Cane's building sign elevations

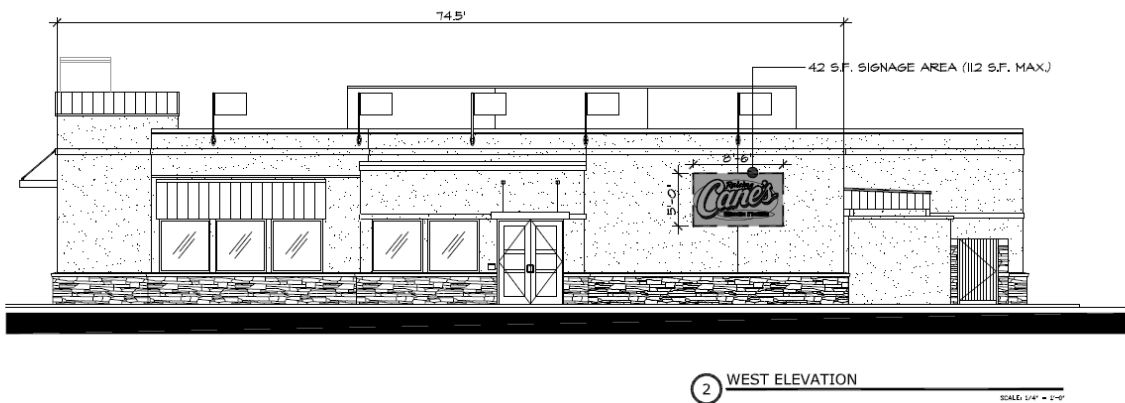
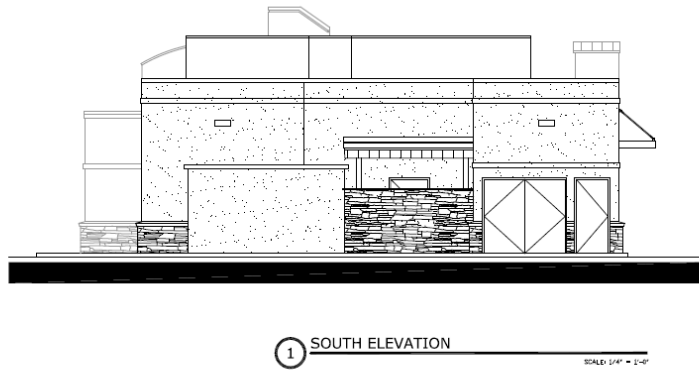
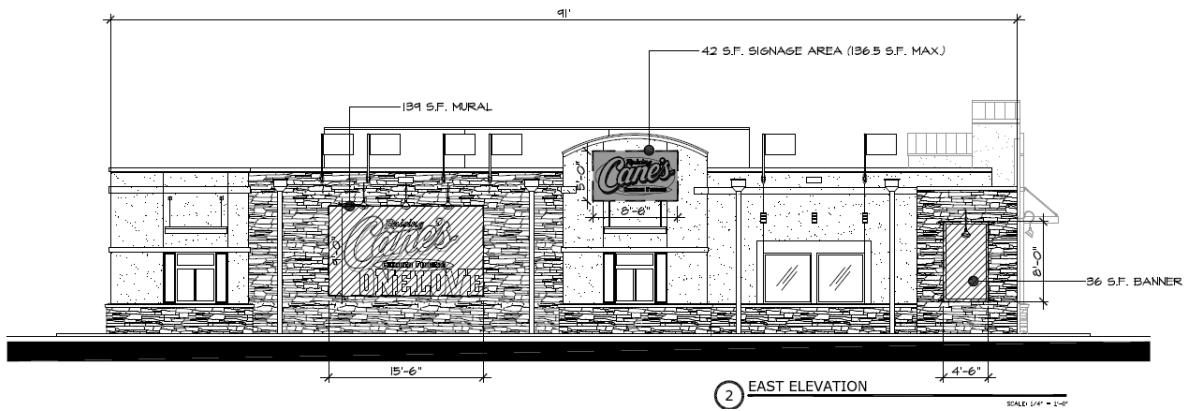
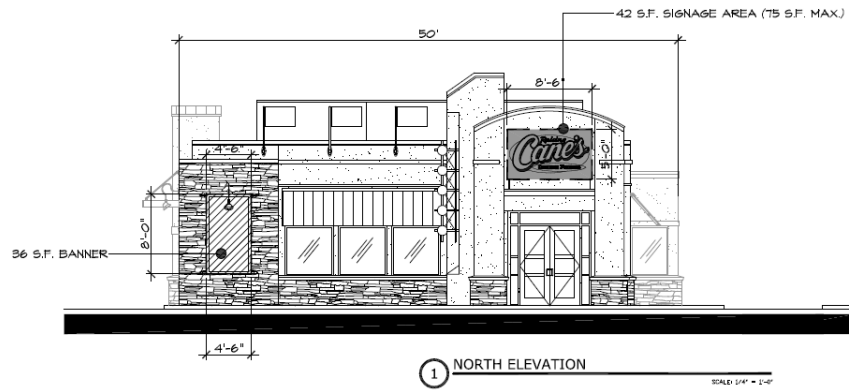
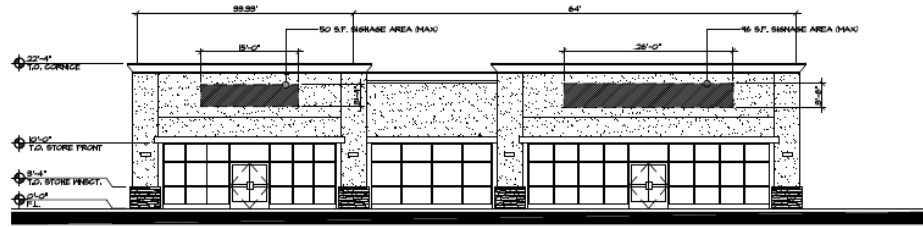
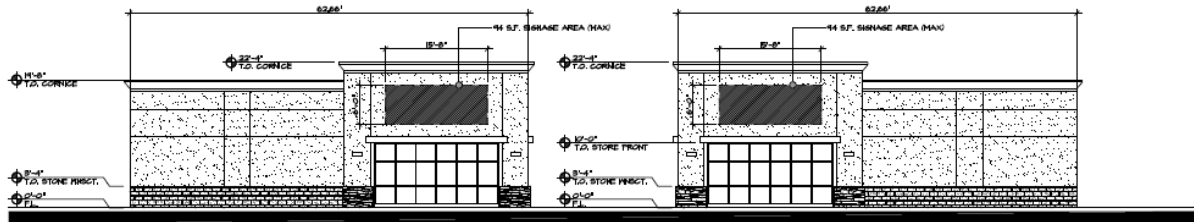


Exhibit I—Multi-tenant building sign elevations

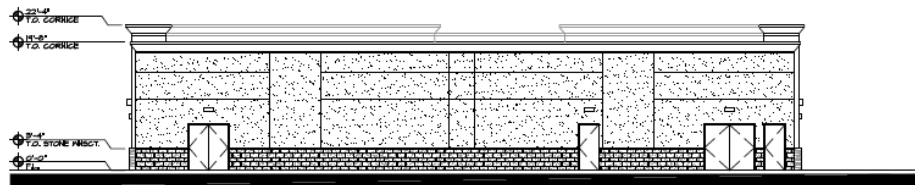


north elevation



east elevation

west elevation



south elevation